

Pitch Competition Video Guidelines and Suggestions

What is a “Pitch” in This Context?

A pitch is a presentation of a project idea to an audience. You are presenting an idea to the ESD Global Community, to the public, to possible investors and to the judges in order to spread word about the project you are proposing to do that is related to Violence Prevention.

Duration: Your video must be under 3 minutes in length.

Pitch Contents:

- Introduce yourself and your organization, if you have one.
- Describe what the need or problem is, including examples/data.
- Tell us about your proposed solution and why it is valuable for that specific community.
- Tell us about your intended audience/where you will be implementing your solution.
- Speak to why you think this proposal will help.
- Describe what it will cost and the anticipated outcomes.

Language: Feel free to speak in whatever language is most comfortable for you and makes the most sense for your pitch and please send us a transcript of your presentation in English. If your presentation is in English, no need for a transcript.

ESD Global does NOT support translations, this is your own responsibility.

Format: Highest quality possible. All videos should be recorded horizontally. Try to record it in a place with very little noise other than your voice. No one will be penalized for the audio or visual quality of the video, as long as we can hear and see you. Contact us with any questions or limitations in this.

Sharing: Please share all videos through WeTransfer with mporterholliday@esdglobalselddefense.org and socialmedia@esdglobalselddefense.org.

Graphics and Visual Elements: Everyone is encouraged and allowed to use visual/graphic elements in their videos that will increase the effectiveness of your pitch, but the video should include your face and voice as the focus.

For more suggestions on your pitch, please check out the ESD Global website at www.esdglobalselddefense.org or contact nina.wennink@esdglobalselddefense.org if your question is not answered on here or the website.